

# ARIZONA SUPERIOR COURT IN PIMA COUNTY

## Pima County Juvenile Court

### Job Description

**Job Title:** Public Information Officer  
**Job Code:** 8016  
**Pay Grade:** 60  
**FLSA Status:** Exempt



### **PURPOSE OF CLASSIFICATION:**

Serves as liaison and spokesperson for the court to the media and the public on court programs, processes and cases; develops and implements programs to enhance the court's relationship with the community; produces court publications as directed. Develops, executes and implements effective video, film, audio, internet and other media projects.

Receives inquiries regarding juvenile court from the public and court involved families. Educates the public regarding all court processes including detention, juvenile and child welfare cases and directs individuals to appropriate court or community based services. Works closely with Child Protective Services (CPS), and Community Partnership of Southern Arizona (CPSA) liaisons.

### **ESSENTIAL FUNCTIONS:**

- Advises the presiding judge, judges/commissioners, the court administrator, and division directors regarding communications with the media.
- May serve as liaison, as requested or directed, between members of the bench and the media.
- Assists court administration in responding to information requests to comply with Supreme Court Rule 123.
- Assists judicial division with requests by media for camera coverage of court events.
- Prepares and releases information to the public and the media on topics such as the budget, goals and priorities of the court, and the procedures and practices involved in achieving these goals.
- Coordinates and/or facilitates the court's public outreach programs including, for example, Adoption Day, Reunification Day, CASA Programs, Family Drug Court, Disproportionate Minority Contact, and Juvenile Detention Alternative Initiatives, a speaker's bureau, appearances at career days, and presentations for court visitors.
- Recommends, develops, and implements as directed, strategies and programs that provide comprehensive outreach to the citizens of Pima County.
- Serves as a member of the juvenile court website committee, and other committees as assigned.
- Oversees community education such as the dependency video, parent and family orientation program website, outreach to stakeholders and collaborators.
- Coordinates the production and distribution of the court's newsletter, prepares the court's annual report and other publications as directed, and coordinates the implementation of various surveys as requested.

- Develops and recommends the content, format and design of printed, audiovisual and electronic materials made available to the public such as annual reports, fliers, brochures, directories, videotapes, other publications and presentations. Takes pictures of videotape to augment written materials.
- Stays current on new and evolving technologies (and their uses) associated with the roles of the position, and advises court administration and the presiding judge on the appropriateness of those technologies in the court setting.
- Reviews publications and presentations produced by others related to court programs and practices for quality and appropriateness, and makes recommendations as appropriate.
- Evaluates the communications effectiveness of court outreach programs, assesses program communication needs and makes modifications as necessary.
- Develops and presents a diverse range of materials using a variety of media to inform, persuade and generate enthusiasm and support for court services, programs and activities.
- Performs other duties associated with community and media outreach and relations as assigned by the court administrator.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Must have knowledge of the principles and practices of public relations, journalism, and news media protocol.
- Must have the knowledge of how to construct public service programs and the use of print and electronic media resources.
- Must have knowledge of social media and other communications technologies pertinent to the duties of the position.
- Must have the knowledge of Microsoft Office Software and the skill at using computer software for word processing, desktop publishing, PowerPoint presentations, Internet access, data collection, retrieval, research, and the operation of still and video photographic and audio visual equipment.
- Must have strong skills in business and creative writing and public speaking.
- Must have strong project management skills to coordinate multiple projects with simultaneous attention to detail and meeting deadlines.
- Must have the ability to readily develop an understanding of court processes, policies, rules and statutes relating to the duties of the position
- Must have the ability to establish and maintain effective working relationships with, judges, court staff, public officials, the news media, community leaders and the general public
- Must have the ability to communicate effectively with a diverse range of court employees, the media, and the general public

**MINIMUM QUALIFICATIONS:**

A Bachelor's degree in journalism, communication, marketing, public relations or related field, and four years of experience in publishing informational material, media relations, journalism, or a related field; OR, any equivalent combination of directly related experience in public/media relations, marketing, and/or publishing informational materials to news media or the public; OR any equivalent combination of experience, training and/or education approved by Human Resources.

**LICENSES AND CERTIFICATES:**

Must have a valid Arizona Driver’s License at time of appointment

**PHYSICAL DEMANDS/WORKING CONDITIONS:**

Typically performs duties in an office environment and may lift materials and/or equipment 20 lbs or less.

**DISTINGUISHING CHARACTERISTICS:**

This is a classified position that reports to the juvenile court administrator and also takes direction from the presiding judge. The incumbent performs duties under general supervision and has no direct supervision responsibilities, but may provide work direction for office support staff, volunteers or other intermittent staff.

Date: 09/05/12

Revised: 07/01/05; 10/26/07, 05/8/09; 09/25/12

Approved by: \_\_\_\_\_  
Deputy Director, Human Resources

\_\_\_\_\_  
Date

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Juvenile Court Administrator

\_\_\_\_\_  
Date